

WEEK 1

Ruby (Coordinator): Mon 26-Feb-2024 8:00 AM SGT “Welcome, Rohan. This 8-month journey is about optimizing your cardiovascular risk while supporting your lifestyle. You’ll interact with the team in real time—Sarah, thanks for joining as well.”

Sarah (PA): Mon 26-Feb-2024 8:05 AM SGT “Happy to support. I’ll filter messages and keep Rohan focused on actionables.”

Rohan: Mon 26-Feb-2024 8:10 AM SGT “Good. Because if this turns into endless reminders, I’m out. I run sales, not a wellness spa.”

Dr. Warren (Medical): Mon 26-Feb-2024 9:00 AM SGT “Understood. Quick baseline review: ApoB = 138 mg/dL, triglycerides = 192, HRV = 34 ms (low), VO₂ max = 39 (below average for age). You’re at moderate-to-high lifetime risk.”

Rohan: Mon 26-Feb-2024 9:15 AM SGT “...so basically I’m a ticking time bomb? Great start.”

Neel (Concierge Lead): Mon 26-Feb-2024 9:20 AM SGT “Not a bomb—an opportunity. We’ll bring ApoB < 90 in 24 weeks, triglycerides < 150, and VO₂ max > 45. Clear numbers, clear path.”

Rohan: Mon 26-Feb-2024 9:25 AM SGT “Alright, targets I can work with. Just don’t drown me in theory.”

WEEK 2 – First Nutrition Adjustments

Carla (Nutrition): Mon 04-Mar-2024 8:00 AM SGT “Focus this week: reduce saturated fat (cheese, butter, red meat). Replace with olive oil, fatty fish, avocado. Omega-3 supplement: 2g/day.”

Sarah (PA): Mon 04-Mar-2024 8:10 AM SGT “I’ll adjust his meal service orders accordingly and brief his chef.”

Rohan: Mon 04-Mar-2024 8:15 AM SGT “Sarah, make sure this doesn’t mean boring food. If I’m eating bland chicken every day, I’ll rebel.”

Carla (Nutrition): Mon 04-Mar-2024 8:20 AM SGT “Fair. That’s why I’ve included spiced salmon, Mediterranean bowls, and roasted vegetables—flavor matters for adherence.”

Rohan: Mon 04-Mar-2024 8:25 AM SGT “Okay, that’s acceptable. Just don’t lecture me if I have one steak dinner with a client.”

Carla: Mon 04-Mar-2024 8:30 AM SGT “No lectures. Just balance. Steak dinner = extra omega-3 the next day.”

Rohan: Mon 04-Mar-2024 8:35 AM SGT “...that I can live with.”

WEEK 3 – First Training & Irritation

Rachel (PT): Tue 12-Mar-2024 7:00 AM SGT “Baseline mobility: hip imbalance from old golf injury. Starting with goblet squats, plank holds, and mobility drills. Zone 2 cardio = 3x/week, 40 mins.”

Rohan: Tue 12-Mar-2024 7:15 AM SGT “Planks and light squats? Feels like kindergarten. I don’t have time for baby workouts.”

Rachel (PT): Tue 12-Mar-2024 7:20 AM SGT “These are diagnostic, not permanent. Your core stability is poor—pushing too hard now risks injury. In 3 weeks, we’ll progress to loaded barbell work.”

Rohan: Tue 12-Mar-2024 7:25 AM SGT "...fine. Just prove this isn't a waste of time."

Advik (Performance Scientist): Tue 12-Mar-2024 7:30 AM SGT "And early HRV data proves Rachel's right: after light Zone 2, your HRV jumped from 34 → 42. That's your body confirming the approach."

Rohan: Tue 12-Mar-2024 7:35 AM SGT "Alright, numbers don't lie. Keep showing me this kind of feedback."

Sarah (PA): Tue 12-Mar-2024 7:36 AM SGT "Noted—always connect action → measurable change."

WEEK 4 – First Signs of Buy-In

Neel (Concierge Lead): Mon 18-Mar-2024 9:00 AM SGT "Weekly digest: ApoB 136 (slight drop), triglycerides 182 (improving), HRV baseline 40 (better), compliance: 88%."

Rohan: Mon 18-Mar-2024 9:10 AM SGT "Okay, so tiny shifts already. Not bad for 3 weeks."

Ruby (Coordinator): Mon 18-Mar-2024 9:15 AM SGT "Yes—and remember, these early gains are proof of responsiveness. Bigger moves come by Week 8–12."

Rohan: Mon 18-Mar-2024 9:20 AM SGT "Fine. I'll keep at it. But streamline the messages—I don't need six pings a day."

Sarah (PA): Mon 18-Mar-2024 9:25 AM SGT "Understood. I'll request one consolidated update daily, plus the weekly digest."

Rohan: Mon 18-Mar-2024 9:30 AM SGT "Perfect. Keep me efficient, keep me sharp."

Rachel (PT): Tue 19-Mar-2024 7:00 PM SGT "Also, quick note—mobility improving. Next week we'll add resistance training."

Rohan: Tue 19-Mar-2024 7:05 PM SGT "Good. Starting to feel like real training. Keep it coming."

WEEK 5 – Realistic Routines, Irritation & Negotiation

Rachel (PT): Tue 26-Mar-2024 9:00 AM SGT "Rohan, I've finalized your Zone 2 protocol: three 45-minute sessions per week at HR 128–136 bpm. That target comes directly from your VO₂ max test. The science is clear: regular Zone 2 boosts mitochondrial density, which improves how you metabolize lipids like ApoB."

Rohan: Tue 26-Mar-2024 6:15 PM SGT "Rachel, three times a week is not realistic. My calendar is packed—I barely get to breathe between board calls and red-eye flights. You're designing a program for a robot, not a human. I can promise two sessions, and even that is pushing it. If I try to force a third, I'll just end up resenting the plan."

Rachel (PT): Tue 26-Mar-2024 6:20 PM SGT "Fair point. I hear the frustration. Let's compromise: we'll lock in two Zone 2 sessions, non-negotiable. For the third, I'll replace it with a short mobility day—20 minutes, no sweat, something you can squeeze in at a hotel room. For ApoB improvements, consistency matters more than perfection."

Rohan: Tue 26-Mar-2024 6:25 PM SGT "Fine, that feels human. But please stop sending me goals I can't realistically hit. If I fall short, I feel like I've failed. I need wins, not guilt trips."

Rachel (PT): Tue 26-Mar-2024 6:27 PM SGT "Got it. Feedback taken. From now on, all recommendations will be tiered: Baseline (minimum), Optimal (stretch goal). You'll never feel like you've 'failed' again."

Rohan: Thu 28-Mar-2024 10:00 AM SGT “Side note: I’ve seen people on statins taking CoQ10 supplements. Should I start that now, just in case?”

Dr. Warren (Medical): Thu 28-Mar-2024 10:15 AM SGT “Not yet. No medication or supplements until lifestyle interventions have had a proper 12-week window. If we prescribe statins in the future, then CoQ10 (Ubiquinol form) will be added. No unnecessary pills.”

Rohan: Thu 28-Mar-2024 10:17 AM SGT “Alright, but I’d appreciate you explaining why immediately, not after I push. I don’t want to feel like I’m pulling information out of you.”

Ruby (Concierge): Thu 28-Mar-2024 10:20 AM SGT “Noted, Rohan. From now on, we’ll include the why up front, so you never have to dig for it.”

WEEK 6 – Setbacks, Irritation & Emotional Support

Neel (Concierge Lead): Mon 01-Apr-2024 9:00 AM SGT “Rohan, ApoB at 138 is tough news. But your data-driven mindset is actually our advantage here. We’ll use weekly dashboards, compliance scores, and even genotype overlays to keep you in control.”

Rohan: Mon 01-Apr-2024 4:15 PM SGT “Control? Neel, last week was a disaster. London trip ruined me—only one workout, food was off, I slept like garbage. And now I look at these graphs and just feel like I’m behind schedule. Honestly, it’s demoralizing.”

Ruby (Concierge): Mon 01-Apr-2024 4:20 PM SGT “Not demoralizing, just data. You still tracked your meals and logged stress—that’s a win. Remember, even imperfect weeks give us insights. And next time, we’ll preload your hotel with resistance bands and Carla-approved snacks so you don’t get derailed so easily.”

Rohan: Mon 01-Apr-2024 4:26 PM SGT “Okay, fine. But I need the system to adapt to my life, not the other way around. Otherwise, this just feels like a constant failure test.”

Ruby (Concierge): Mon 01-Apr-2024 4:27 PM SGT “Completely agree. I’ll personally handle the logistics so you feel supported, not tested. And by the way, the London book your daughter wanted—it’s already on its way. Health includes peace of mind at home too.”

Rohan: Mon 01-Apr-2024 4:28 PM SGT “...thank you. Small things like that actually make me feel like you’re paying attention, not just running lab reports.”

WEEK 7 – Creative Nutrition & Family Integration

Carla (Nutrition): Mon 08-Apr-2024 10:05 AM SGT “Rohan, we’re swapping your breakfast to smoothies with oat beta-glucan. Mechanism: binds bile acids in your gut, forcing your body to pull ApoB particles from the bloodstream. Think of it as scrubbing your arteries every morning.”

Rohan: Mon 08-Apr-2024 5:20 PM SGT “Got it. My cook has the recipes, and they’re tolerable. Question though—what about cinnamon? I read it helps with blood sugar. Can I add that?”

Carla (Nutrition): Mon 08-Apr-2024 5:25 PM SGT “Yes—Ceylon cinnamon only. Meta-analyses show up to a 12% reduction in ApoB. One teaspoon daily is safe. I’ll add it officially into your plan.”

Rohan: Mon 08-Apr-2024 5:27 PM SGT “See, that’s what I like—specifics, mechanisms, not vague ‘healthy choices’. Keep that level of detail coming.”

Ruby (Concierge): Tue 09-Apr-2024 9:00 AM SGT “By the way, your son’s coach emailed me—he’s been limping at practice. Want Rachel to take a look?”

Rachel (PT): Tue 09-Apr-2024 9:05 AM SGT “Reviewed the video. Just overuse. I’ll record a quick 3-min ankle mobility video for him tonight. And don’t worry, no clinic visit needed.”

Rohan: Tue 09-Apr-2024 9:06 AM SGT “Appreciate it. Honestly, you helping my family like this makes me less irritated when I feel like my own plan is overwhelming.”

WEEK 8 – Pushing Back on Overprotection

Ruby (Concierge): Wed 17-Apr-2024 9:00 AM SGT “Mid-week check-in: Vitamin D and Omega-3—
✓ . Smoothies— ✓ . Two Zone 2 workouts— ✓ . Also, Carla’s coordinating sodium limits with your cook.”

Rohan: Wed 17-Apr-2024 3:00 PM SGT “Question—can I deadlift yet? Or am I still in ‘fragile patient’ mode?”

Rachel (PT): Wed 17-Apr-2024 3:15 PM SGT “Not yet. Goblet squats are your friend for now. They protect your spine but still hit core and glutes. Once mobility improves, we’ll progress back.”

Rohan: Wed 17-Apr-2024 3:16 PM SGT “Goblet squats feel like kindergarten. I want something that feels like real training, not rehab.”

Rachel (PT): Wed 17-Apr-2024 3:20 PM SGT “I get it—you want intensity. But right now, protecting your back is non-negotiable. Tell you what: I’ll set up a quick form-check video call tomorrow. Once I see your movement in real-time, we can accelerate safely.”

Rohan: Wed 17-Apr-2024 3:22 PM SGT “Alright. Just don’t baby me. If I wanted gentle, I’d hire a yoga instructor.”

Rachel (PT): Wed 17-Apr-2024 3:23 PM SGT “Noted. No babying—just science and spine safety.”

WEEK 9 – Data vs. Frustration

Advik (Performance Scientist): Mon 22-Apr-2024 9:30 AM SGT “Good news: HRV has improved 22% on post-flight days since adding Rachel’s mobility work. That means your nervous system is adapting.”

Rohan: Mon 22-Apr-2024 5:00 PM SGT “Finally, a number moving in the right direction. But can someone explain why my treadmill HR jumps from 110 to 170 in 30 seconds? Makes me want to throw the device across the room.”

Advik: Tue 23-Apr-2024 9:00 AM SGT “Classic hotel treadmill issue. Fix: use a dual system—Rate of Perceived Exertion (4/10 effort) + cadence of ~170 steps/min. Together, they’re reliable proxies for Zone 2, independent of faulty sensors.”

Rohan: Tue 23-Apr-2024 9:02 AM SGT “Okay, practical. But please—next time, anticipate these issues before I hit the wall. I don’t want to be the one constantly discovering the gaps.”

Advik: Tue 23-Apr-2024 9:05 AM SGT “Fair. I’ll build an anticipatory checklist for travel workouts. No more reactive firefighting.”

Rohan: Thu 25-Apr-2024 11:00 AM SGT “One more: red wine. People keep telling me the polyphenols cancel out the risks. Can I keep my glass at dinners?”

Dr. Warren (Medical): Thu 25-Apr-2024 11:15 AM SGT “Not for you. With ApoE4 + high ApoB, alcohol worsens triglycerides. Any benefit is outweighed. If you want polyphenols, we’ll use resveratrol supplements instead.”

Rohan: Thu 25-Apr-2024 11:16 AM SGT “Understood. But I hate feeling like I’m constantly losing pleasures. Please balance science with some quality of life.”

Dr. Warren: Thu 25-Apr-2024 11:20 AM SGT “Fair ask. Let’s agree: red wine only for celebratory occasions, not routine. That way it’s a treat, not a risk multiplier.”

WEEK 10 – Validation & Emotional Payoff

Ruby (Concierge): Mon 29-Apr-2024 10:35 AM SGT “Progress check: ApoB protocol adherence—88%. VAT baseline—1.6L. Team logged 15 hours this month. But here’s what I’m most proud of—you haven’t missed a family dinner in two weeks. That’s as important as any biomarker.”

Rohan: Mon 29-Apr-2024 10:37 AM SGT “...that actually matters. I feel like I’ve been chasing numbers for weeks, but my daughter notices I’m at the table. That’s progress you can’t quantify.”

Dr. Warren: Thu 02-May-2024 3:00 PM SGT “Bloodwork scheduled. Prep protocol: 72 hrs no alcohol, 12 hr fast, 48 hrs no intense exercise. This ensures ApoB results are stable, free from short-term distortions.”

Rohan: Fri 03-May-2024 11:05 AM SGT “Appreciate the precision. Between the data and the logistics, I feel like I’ve gained maybe 20% efficiency in managing my health. But honestly, why only 20%? I’ve been at this for nine weeks, messaging you all constantly, changing my entire routine. For that level of effort, 20% feels like a pretty weak return.”

Neel (Concierge Lead): Fri 03-May-2024 11:10 AM SGT “I understand the frustration, Rohan. That 20% isn’t just time saved; it’s a reduction in cognitive load. Think of it like the early days of a startup. The first 20% of market share is the hardest to win because you’re building the entire foundation—the systems, the trust, the habits. That’s what these nine weeks have been about. The bigger, faster gains come once that foundation is rock solid.”

Ruby (Concierge): Fri 03-May-2024 11:12 AM SGT “Neel’s right. That 20% means you’re spending less mental energy fighting friction and more time just executing. That’s a huge win that compounds over time. But your feedback is on point—sometimes the empathy lags behind the protocol. The frustration you’re feeling is valid.”

Rohan: Fri 03-May-2024 11:15 AM SGT “Alright, the startup analogy makes sense. I can accept a foundational build. But you’re right, the empathy is key. When I’m exhausted and irritable, I need reassurance too, not just another protocol or a percentage.”

Neel (Concierge Lead): Fri 03-May-2024 11:18 AM SGT “Understood, Rohan. We’ll dial up the human side. Efficiency and empathy should always go hand in hand. Thank you for holding us accountable.”

Rohan: Fri 03-May-2024 11:20 AM SGT “Good. Because if I only wanted data, I’d hire an AI. I’m here because I expect both—science and humanity.”

WEEK 11 – Results, Renewed Motivation & Proactive Planning

Dr. Warren (Medical): Mon 06-May-2024 9:00 AM SGT “Rohan, ApoB dropped from 138 → 92 mg/dL. That’s a 33% reduction—an excellent result. However, triglycerides are still at 180 mg/dL, which remains a concern for your ApoE4 profile. Next step: increase omega-3 from 2g → 3g daily.”

Rohan: Mon 06-May-2024 10:15 AM SGT “Now that’s encouraging. I needed to see real movement. But one thing—why are triglycerides such a big deal for me, when everyone else seems laser-focused on ApoB?”

Dr. Warren: Mon 06-May-2024 10:20 AM SGT “Good question. In ApoE4 carriers, triglyceride-rich particles linger longer, causing vascular damage. So while ApoB is the big picture, triglycerides are a special weak spot for you. High triglycerides can also influence other vascular markers, like blood pressure, which we should watch closely.”

Rohan: Mon 06-May-2024 10:22 AM SGT “Okay, that makes sense. Thanks for clarifying without me having to pull teeth this time. Keep that upfront.”

Neel (Concierge Lead): Mon 06-May-2024 10:25 AM SGT “Noted. From here on, we’ll always include ‘Result + Why it matters for you’ in the updates.”

Rohan: Mon 06-May-2024 10:27 AM SGT “Perfect. That way I can focus on progress instead of second-guessing. Speaking of which, I have that trip to New York coming up in a couple of weeks. With this progress, the last thing I want is for travel to derail everything again.”

Advik (Performance Scientist): Mon 06-May-2024 10:30 AM SGT “That’s the right way to think about it. We can’t eliminate the disruption of a long-haul flight, but we can build a protocol to manage it. We’ll focus on pre-flight hydration, in-flight mobility, and a specific light-exposure schedule upon landing to accelerate your circadian adjustment. This should minimize the impact on your HRV and sleep quality.”

Sarah (PA): Mon 06-May-2024 10:32 AM SGT “I’ll block out time on his calendar for these protocols before and after the flight. Should I also look into hotel gym options, or will you be providing travel-specific workouts?”

Rachel (PT): Mon 06-May-2024 10:35 AM SGT “Let’s plan for the worst-case scenario: a hotel with no gym. I’ll add a bodyweight and resistance band routine to your app that you can do in your room. Consistency is more important than intensity while you’re on the road.”

Rohan: Mon 06-May-2024 10:38 AM SGT “Good. And this blood pressure thing Dr. Warren mentioned—is that something a wearable can track? A colleague was talking about a watch that monitors it 24/7. If my triglycerides are a risk, I’d rather have more data than less.”

Dr. Warren (Medical): Mon 06-May-2024 10:42 AM SGT “Yes, there are devices for continuous blood pressure monitoring. Given your fluctuating schedule and stress levels, it could give us valuable insight into how your travel and work pressures are affecting your vascular system. Let’s plan to have one ready for you after your trip. We can start with a two-week monitoring period to establish a clear baseline.”

Rohan: Mon 06-May-2024 10:45 AM SGT “Okay, line it up. I like this approach—using the data to anticipate problems instead of just reacting. This feels like a plan I can actually stick with.”

WEEK 12 – Travel Disruption but Calm Recovery

Rohan: Wed 15-May-2024 2:00 AM SGT “Flight’s been delayed 12 hours. I know this will wreck my jet lag protocol. What’s the backup?”

Advik (Performance Scientist): Wed 15-May-2024 2:10 AM SGT “New ‘Airport Rescue Plan’: walk every hour, use breathing cycles, and max phone brightness for light exposure. Keeps your circadian rhythm somewhat aligned.”

Rohan: Wed 15-May-2024 2:12 AM SGT “Okay, that handles the jet lag. What about food? I'm stuck here for hours and everything is overpriced junk. What's the cheapest, healthiest thing I can get so I don't undo the last few weeks of work?”

Carla (Nutrition): Wed 15-May-2024 2:15 AM SGT “Good question. Avoid the food court. Find a newsstand or grab-and-go shop. Look for plain Greek yogurt, unsalted nuts like almonds or walnuts, a piece of fruit like a banana, or a pre-made salad with dressing on the side. It's your most cost-effective and metabolically stable option.”

Rohan: Wed 15-May-2024 10:00 AM SGT “Honestly, that worked better than I expected. The rescue plan and the food advice kept me on track. Resting HR dropped, and I don't feel as fried as usual. Feedback—could you preload these kinds of hacks into my app? I'd rather not always ask in crisis.”

Rachel (PT): Wed 15-May-2024 10:15 AM SGT “Good call. We've added a permanent ‘Travel Emergency Protocol’ section. Any disruption, you'll have tools ready.”

Rohan: Wed 15-May-2024 10:20 AM SGT “Nice. That's the kind of foresight I appreciate. Makes me feel supported instead of stranded.”

WEEK 13 – Blood Pressure Watch & Discomfort

Rohan: Tue 21-May-2024 9:00 AM SGT “My BP is all over the place—115/70 some mornings, 145/90 after stressful days. Should I be on meds like my colleague?”

Dr. Warren (Medical): Tue 21-May-2024 9:15 AM SGT “Not yet. The spikes correlate with sodium and stress days. Your baseline is still healthy, and meds now would just mask lifestyle signals. Instead, I'm prescribing continuous BP monitoring for two weeks.”

Rohan: Tue 21-May-2024 9:20 AM SGT “Alright... but these watches heat up on my wrist after a while. Makes me uncomfortable, almost itchy. Is that normal, or am I wearing it wrong?”

Rachel (Physiotherapist): Tue 21-May-2024 9:22 AM SGT “It's common if the strap is too tight or you're wearing it all day without breaks. Try loosening it a notch, and swap wrists every few hours. That usually fixes the heating sensation.”

Sarah (PA): Tue 21-May-2024 9:25 AM SGT “I'll add a reminder for him to swap wrists mid-day so he doesn't forget during back-to-back calls.”

Rohan: Tue 21-May-2024 9:26 AM SGT “Good. Last thing I need is a rash on top of stress readings.”

Carla (Nutrition): Tue 21-May-2024 9:30 AM SGT “To give you more control, I've added a Sodium Scanner to your app. Snap your meal, get instant sodium estimates. That way you can make on-the-spot adjustments.”

Rohan: Tue 21-May-2024 9:35 AM SGT “Now that's useful. Practical tools calm me down way more than just being told to ‘wait and see.’”

WEEK 14 – Tech Frustration but Trust in Adjustments

Rohan: Thu 30-May-2024 11:00 AM SGT “My Whoop says recovery is 85%, but I feel exhausted. What gives?”

Advik (Performance Scientist): Thu 30-May-2024 11:20 AM SGT “Cross-checked: HRV is lower than Whoop weighted, and your cortisol is elevated. Basically, the algorithm overestimated recovery. You were right—subjective fatigue matters.”

Rohan: Thu 30-May-2024 11:25 AM SGT “Okay, glad it’s not just in my head. Honestly, that’s reassuring.”

Advik: Thu 30-May-2024 11:30 AM SGT “We’ve added a ‘Subjective Energy Slider’ to your daily log. If your perception and data diverge, the system flags it for review.”

Neel (Concierge Lead): Thu 30-May-2024 11:35 AM SGT “This is a good reminder, Rohan—you don’t just follow the data, you challenge it. That’s making our system sharper.”

Rohan: Thu 30-May-2024 11:37 AM SGT “Fair enough. I’ll take the extra sleep days. Feels like you’ve actually got my back.”

WEEK 15 – Biomechanics & Progress

Rohan: Mon 03-Jun-2024 3:00 PM SGT “Rachel—the goblet squats pinch my hip. I’ve tried your form video, still uncomfortable.”

Rachel (PT): Mon 03-Jun-2024 3:15 PM SGT “Send me a video. ...Okay, I see it: hip hinge imbalance from your old golf injury. We’ll switch you to Landmine Presses and Hip Capsule drills. Safer, same benefits, pain-free.”

Rohan: Mon 03-Jun-2024 3:25 PM SGT “Much better. Landmines feel solid. That’s the kind of quick pivot I like. Feels personalized.”

Rachel (PT): Mon 03-Jun-2024 3:30 PM SGT “I’ve logged this into your ‘Injury Profile’—any future protocols will automatically factor it in. No more painful trial and error.”

Rohan: Mon 03-Jun-2024 3:35 PM SGT “Great. Honestly, when the system adapts like this, I feel like you’re actually listening instead of just running a script.”

WEEK 16 (cont.) – Family Dashboard & First PA Involvement

Ruby (Concierge): Thu 13-Jun-2024 9:00 AM SGT “Rohan, the Family Health Dashboard is now live. It puts your ApoB trends side by side with your wife’s pregnancy milestones, so you can see both journeys together.”

Rohan: Thu 13-Jun-2024 9:05 AM SGT “...oh, that actually feels different. Finally, it’s not just me battling numbers—it’s something our whole family is tied into. Makes it feel less isolated.”

Sarah (PA): Thu 13-Jun-2024 9:06 AM SGT “Noted. I’ll also block a weekly 15-minute slot for you to review the dashboard before your Monday board prep. That way it doesn’t sneak up on you.”

Rohan: Thu 13-Jun-2024 9:08 AM SGT “Good thinking. If it’s on my calendar, I’ll take it seriously. Otherwise, I’ll just... push it aside like another notification.”

Sarah (PA): Thu 13-Jun-2024 9:09 AM SGT “Exactly why I’m slipping it in before exec calls—you’re already in ‘review mode’ then. It won’t feel like an extra task.”

Rohan: Thu 13-Jun-2024 9:10 AM SGT “Perfect. That way health doesn’t stay this side project floating around—I want it to feel part of my agenda, like sales forecasts or client updates.”

WEEK 17 – Work Pressure Meets Health Pressure

Neel (Concierge Lead): Mon 17-Jun-2024 8:00 AM SGT “Rohan, compliance this week: 92%. Triglycerides are trending down nicely after the omega-3 increase. How’s the workload looking on your side?”

Rohan: Mon 17-Jun-2024 9:00 AM SGT “Insane. Quarter-end push. Feels like every client in Asia wants something yesterday. Honestly, health is starting to feel like another job. Sarah’s been fielding half your reminders—truth is, I barely glance at them most days.”

Sarah (PA): Mon 17-Jun-2024 9:05 AM SGT “True. He’s juggling 14 client calls this week. Some days I feel like I need two laptops just to keep up with both work and the health updates. Could we consolidate into one ‘executive summary’ email instead of multiple pings?”

Ruby (Concierge): Mon 17-Jun-2024 9:10 AM SGT “Absolutely, that makes sense. From now on, one weekly digest: top 3 wins, top 3 risks, and the most urgent action for the week. Sarah, I’ll send it every Sunday evening so you can brief him Monday morning before the madness starts.”

Rohan: Mon 17-Jun-2024 9:15 AM SGT “Better. That way I get the signal, not the noise. Otherwise, every ping just feels like another fire to put out.”

WEEK 18 – Delegating Logistics, Keeping Control

Carla (Nutrition): Tue 25-Jun-2024 10:00 AM SGT “Rohan, sodium intake spiked Friday—your meal log shows restaurant sushi. That’s likely why BP jumped Saturday.”

Sarah (PA): Tue 25-Jun-2024 10:05 AM SGT “Yes, that was the Tokyo client dinner. I tried to flag sodium-heavy dishes but got overruled by the table.”

Rohan: Tue 25-Jun-2024 10:10 AM SGT “Yeah, can’t negotiate soy sauce when \$20M is on the line. But at least if Sarah knows the fallback rules, she can steer me.”

Carla (Nutrition): Tue 25-Jun-2024 10:15 AM SGT “Good idea. Sarah, I’ll prepare a ‘client dinner cheat sheet’—safe menu items for common cuisines. Quick scans, no calculators.”

Sarah (PA): Tue 25-Jun-2024 10:20 AM SGT “Perfect. I’ll keep it on hand and prompt Rohan quietly at dinners.”

Rohan: Tue 25-Jun-2024 10:25 AM SGT “See? That’s how we win—make health invisible but integrated.”

Rohan: Sat 29-Jun-2024 2:00 PM SGT “My kids just reset the drive linked to my health dashboard—looks like everything vanished. Can you restore it?”

Ruby (Concierge): Sat 29-Jun-2024 2:02 PM SGT “Don’t worry, Rohan. We keep daily backups. I’ve already escalated this to IT—they’ll restore your full dataset.”

Neel (Concierge Lead): Sat 29-Jun-2024 2:05 PM SGT “Understand the panic, Rohan. Rest assured, nothing is lost—we’ll have your dashboard restored by tonight. Your historical data remains intact.”

Rohan: Sat 29-Jun-2024 2:07 PM SGT “Good. The last thing I need is to lose months of progress tracking. Thanks for jumping on this.”

WEEK 19 – Faster Pace of Questions

Rohan: Wed 03-Jul-2024 8:00 AM SGT “Two things today: Can fasting cardio backfire if I’m under high work stress?”

Does sauna help ApoB, or is it just for relaxation?"

Advik (Performance Scientist): Wed 03-Jul-2024 8:30 AM SGT "1. Yes—fasted cardio increases cortisol under stress. Better to do fed workouts during busy sales weeks. 2. Sauna improves endothelial function and HRV. It doesn't directly lower ApoB, but indirectly supports recovery."

Rohan: Wed 03-Jul-2024 8:35 AM SGT "Good. Sarah, slot sauna into my lighter travel days. And please note: only give me cardio fasted when work is calmer."

Sarah (PA): Wed 03-Jul-2024 8:36 AM SGT "Done. I'll align workout types with your calendar stress level."

Rachel (PT): Thu 04-Jul-2024 7:00 PM SGT "Also, quick note: your hip mobility has improved 15% since switching to landmines. Progress!"

Rohan: Thu 04-Jul-2024 7:05 AM SGT "Finally—objective improvement that I can feel too. Thanks for catching that."

Rohan: Fri 05-Jul-2024 11:30 AM SGT "Quick note—my wife has a webinar at noon today, so I need to step out and help set things up. Sarah will reschedule anything overlapping. Ruby, can you coordinate?"

Ruby (Concierge): Fri 05-Jul-2024 11:32 AM SGT "Absolutely. We'll block your calendar around noon and align with Sarah. Family comes first—consider it handled."

Sarah (PA): Fri 05-Jul-2024 11:35 AM SGT "Already shifted two internal calls to tomorrow morning. Your schedule is clear, Rohan."

Rohan: Fri 05-Jul-2024 11:36 AM SGT "Perfect. Appreciate the quick turnaround."

WEEK 20 – Building Trust Through Efficiency

Neel (Concierge Lead): Mon 08-Jul-2024 9:00 AM SGT "Rohan, your efficiency feedback has been heard. From now on: • Weekly executive summary for Sarah. • Daily 1-line actionable update for you."

Sarah (PA): Mon 08-Jul-2024 9:10 AM SGT "That's perfect. He hates long reports mid-week."

Rohan: Mon 08-Jul-2024 9:15 AM SGT "Exactly. Give me one lever to pull each day, not 10."

Carla (Nutrition): Tue 09-Jul-2024 11:00 AM SGT "Today's lever: swap tomorrow's hotel breakfast for the chia-protein bowl. Keeps triglycerides down before your investor lunch."

Sarah (PA): Tue 09-Jul-2024 11:05 AM SGT "Got it. I'll place the order in advance."

Rohan: Tue 09-Jul-2024 11:07 AM SGT "Smooth. That's the level of frictionless execution I need."

Rohan: Wed 10-Jul-2024 9:00 AM SGT "My wife's been having bloating and digestive discomfort after meals. Can you suggest what might help?"

Carla (Nutrition): Wed 10-Jul-2024 9:05 AM SGT "Sorry to hear this, Rohan. Let's start gently: smaller, frequent meals; avoid spicy or fatty foods; and try ginger tea after meals. I'll prepare a soft meal plan she can trial. If symptoms persist >2 weeks, we'll refer to a gastroenterologist."

Ruby (Concierge): Wed 10-Jul-2024 9:10 AM SGT “I’ll add Carla’s plan to your Family Health Dashboard and also line up a gastro specialist in case you want a consult. Please keep us updated on how she’s feeling.”

Rohan: Wed 10-Jul-2024 9:12 AM SGT “Thanks. She’ll be relieved we’re addressing it properly.”

WEEK 21 – Blending Work & Health Goals

Rohan: Thu 18-Jul-2024 8:00 AM SGT “I’ve been walking during client calls. Can we count those toward Zone 2, or am I just fooling myself?”

Advik (Performance Scientist): Thu 18-Jul-2024 8:15 AM SGT “Depends—if HR is 128–136 and duration >40 mins, yes. Otherwise, they’re NEAT (Non-Exercise Activity Thermogenesis)—still great for lowering triglycerides.”

Rohan: Thu 18-Jul-2024 8:20 AM SGT “Alright, label them as NEAT. Sarah, log them daily so I feel like they count.”

Sarah (PA): Thu 18-Jul-2024 8:22 AM SGT “Noted. I’ll tag them separately in your tracker.”

Ruby (Concierge): Thu 18-Jul-2024 9:00 AM SGT “Also, Rohan—your daughter’s recital is next week. Shall I buffer your recovery days around that?”

Rohan: Thu 18-Jul-2024 9:05 AM SGT “Yes, please. I’d rather show up clear-headed than chase metrics that day.”

Rohan: Sat 20-Jul-2024 10:00 AM SGT “Had a fight with my wife. She wanted to go shopping for the baby, and I brushed it off because I was fried. She’s upset—and I need to fix it.”

Ruby (Concierge): Sat 20-Jul-2024 10:05 AM SGT “Classic one. Honestly, most women would side with her here. If you want, I could send a couple of my boyfriends to go shopping with her instead.”

[teasing tone]

Sarah (PA): Sat 20-Jul-2024 10:06 AM SGT “Ruby—don’t tease. He’s serious about this.”

Rohan: Sat 20-Jul-2024 10:07 AM SGT “Exactly. She’s carrying our child. This isn’t about shopping—it’s about me not showing up. So, real suggestions?”

Ruby (Concierge): Sat 20-Jul-2024 10:10 AM SGT “Fair point. Here’s what works: Quick gesture today—flowers or a small note.

Block one afternoon and go shopping with her.

Sarah sets a recurring ‘Family First’ slot so she sees you’re planning ahead.”

Sarah (PA): Sat 20-Jul-2024 10:12 AM SGT “I’ll schedule tomorrow afternoon, and add that recurring slot.”

Rohan: Sat 20-Jul-2024 10:15 AM SGT “...good. She’s been asking for that kind of effort. Let’s make sure I follow through.”

WEEK 23 – Settling Into Routine

Neel (Concierge Lead): Mon 05-Aug-2024 9:00 AM SGT “Weekly digest: ApoB steady at 90 mg/dL, triglycerides trending down at 160. Compliance score: 94%. Your rhythm is showing.”

Rohan: Mon 05-Aug-2024 9:15 AM SGT “Feels less like a fight now. Sarah, you’ve managed to block health sessions between client calls without me noticing. Honestly, that’s half the win.”

Sarah (PA): Mon 05-Aug-2024 9:20 AM SGT “I’ve color-coded health events in your calendar so they blend with work prep—less friction.”

Rohan: Mon 05-Aug-2024 9:25 AM SGT “Smart. Feels like I’m tricking myself into compliance.”

Rachel (PT): Tue 06-Aug-2024 7:00 PM SGT “Update: your hip mobility scores improved another 10%. We’ll progress to moderate barbell work, monitored closely.”

Rohan: Tue 06-Aug-2024 7:05 PM SGT “Finally, some weights again. Thanks for easing me back slowly—it’s paying off.”

WEEK 24 – Refined Questions

Rohan: Wed 14-Aug-2024 8:00 AM SGT “Question of the week: if ApoB is under control, does adding niacin give me an edge, or is that outdated? One of my colleagues swears by it.”

Dr. Warren (Medical): Wed 14-Aug-2024 8:30 AM SGT “Great question. Niacin was once a standard, but multiple large-scale trials (AIM-HIGH, HPS2-THRIVE) showed no cardiovascular benefit when ApoB is already controlled. In fact, it can raise blood sugar and liver enzymes. For someone like you—optimized ApoB, good triglyceride trends—niacin is unnecessary noise.”

Neel (Concierge Lead): Wed 14-Aug-2024 8:35 AM SGT “Think of niacin like carrying an extra umbrella when it’s already sunny—it adds bulk, not value.”

Rohan: Wed 14-Aug-2024 8:40 AM SGT “Got it. Thanks for cutting through the noise—I don’t need another supplement cluttering my desk.”

Sarah (PA): Thu 15-Aug-2024 9:00 AM SGT “On logistics—investor dinner tomorrow. I’ve already checked the restaurant menu with Carla—Mediterranean focus, minimal sodium.”

Carla (Nutrition): Thu 15-Aug-2024 9:05 AM SGT “I highlighted three discreet choices: grilled sea bass with lentils, lamb skewers with roasted vegetables, or chickpea salad with olive oil. All align with triglyceride goals, and none scream ‘special diet’ at the table.”

Rachel (PT): Thu 15-Aug-2024 9:07 AM SGT “Add a 10–15 minute walk back to the hotel after dinner. It’ll blunt any post-meal glucose spike, especially with late-night client events.”

Rohan: Thu 15-Aug-2024 9:10 AM SGT “Perfect. If health feels invisible at client dinners, that’s a win. I want it integrated, not advertised.”

WEEK 25 – Efficiency & Humor

Ruby (Concierge): Mon 19-Aug-2024 9:00 AM SGT “Daily lever: replace coffee #3 with green tea—better for HRV, less cortisol.”

Rohan: Mon 19-Aug-2024 9:05 AM SGT “...don’t touch my first two coffees, though. That’s non-negotiable.”

Sarah (PA): Mon 19-Aug-2024 9:06 AM SGT “Already noted in your dashboard: ‘coffee 1 & 2 = sacred.’”

Rohan: Mon 19-Aug-2024 9:15 AM SGT “Exactly. This is why I’m still here—it feels adaptable, not dogmatic.”

Rohan: Wed 21-Aug-2024 7:30 PM SGT “Need a quick check—went to pick up some meds today, and the compounder gave me a different composition without mentioning. Took it, and now I’ve got red patches on my face. Should I be worried?”

Dr. Warren (Medical): Wed 21-Aug-2024 7:40 PM SGT “Stop taking that medication immediately, Rohan. Red patches can indicate an allergic or adverse reaction. Send me the exact name and dose of what was dispensed.”

Dr. Warren (Medical): Wed 21-Aug-2024 7:50 PM SGT “Confirmed—it’s a different formulation. Apply a cold compress to reduce irritation. If patches spread or you develop breathing issues, go to the ER. I’ll also issue a corrected prescription and notify your pharmacy to flag this error.”

Rohan: Tue 27-Aug-2024 6:00 PM SGT “My wife says the family dashboard has made her feel included instead of sidelined. That’s a huge win.”

Ruby (Concierge): Tue 27-Aug-2024 6:05 PM SGT “That’s the goal—health as a family project, not a solo grind. When everyone sees the journey, it stops feeling like your secret burden and starts feeling like a shared mission. It fosters empathy from both sides.”

Rohan: Tue 27-Aug-2024 6:08 PM SGT “A ‘shared mission’... I like that framing. It’s definitely reduced the friction at home, which honestly makes it easier for me to stick with the program.”

Sarah (PA): Tue 27-Aug-2024 6:10 PM SGT “And just to note—his daughter’s recital is Friday. I’ve buffered his schedule so he’s fully present. I also moved his post-recital calls to Saturday morning to create space for a family dinner afterwards.”

Rohan: Tue 27-Aug-2024 6:15 PM SGT “Thanks, Sarah. If health keeps me clear-headed enough to show up for my family, that’s the best ROI. I still feel guilty about missing her piano competition last year during that Singapore deal. This feels like I’m finally getting the balance right.”

Rachel (PT): Wed 28-Aug-2024 7:00 AM SGT “And showing up consistently is also why your VO₂ max is up another 4%. Family wins and physiology wins—it’s connected.”

Advik (Performance Scientist): Wed 28-Aug-2024 7:05 AM SGT “Rachel is spot on. We cross-referenced your logs. On the days you had scheduled family time, your deep sleep duration increased by an average of 18%, and your HRV baseline was consistently higher the next morning. Your nervous system is less taxed when you’re not fighting a battle on the home front.”

Rohan: Wed 28-Aug-2024 7:08 AM SGT “That’s incredible. So the less friction at home, the better my body literally recovers. It’s not just a feeling; it’s a measurable fact. Keep these insights coming.”

Sources

WEEK 27 – Balanced Curiosity

Rohan: Thu 05-Sep-2024 9:00 AM SGT “This week’s questions: Does sauna before sleep disrupt recovery? Is there any merit to red yeast rice as a natural statin?”

Advik (Performance Scientist): Thu 05-Sep-2024 9:30 AM SGT “1. Sauna too late raises core body temp, delaying deep sleep. Keep it >3 hrs before bedtime. 2. Red yeast rice works because it contains lovastatin. But purity is unreliable. If needed, pharma-grade statin is safer.”

Rohan: Thu 05-Sep-2024 9:40 AM SGT “Clear. So I’ll sauna in the afternoon, and skip the red yeast experiment. Appreciate the precision.”

Neel (Concierge Lead): Mon 09-Sep-2024 9:00 AM SGT “Quarterly snapshot: ApoB stabilized at 89, triglycerides at 150, HRV baseline up 15%, VO₂ max steadily climbing. This is your best balance of work and health yet.”

Rohan: Mon 09-Sep-2024 9:15 AM SGT “Honestly, I feel it too. Energy is steadier, fewer crashes. I’m not hitting that 3 p.m. wall anymore. And Sarah’s coordination has made this feel less like a burden.”

Sarah (PA): Mon 09-Sep-2024 9:20 AM SGT “He’s still tough to wrangle, but the structure is sticking. It’s become part of his rhythm instead of fighting it.”

Ruby (Concierge): Mon 09-Sep-2024 9:22 AM SGT “I’ve noticed the tone shift. Early weeks felt like we were dragging you uphill. Now it’s more like a jog—you’re pushing your own pace.”

Rohan: Mon 09-Sep-2024 9:25 AM SGT “True. I’ve gone from resisting to actually looking forward to some of this. The dashboard checks don’t feel like a chore anymore—they’re almost motivating. That’s progress.”

WEEK 29 – Stress Testing Boundaries

Neel (Concierge Lead): Mon 16-Sep-2024 8:30 AM SGT “Weekly digest: ApoB steady at 88, triglycerides at 152, HRV baseline up 18%. Compliance: 91%. You’re sustaining results even in peak sales season.”

Rohan: Mon 16-Sep-2024 8:45 AM SGT “That’s encouraging. But I’ll be honest—my patience is thin this week. Back-to-back client pitches, and I’m barely eating on schedule. Sarah’s been firefighting my calendar.”

Sarah (PA): Mon 16-Sep-2024 8:50 AM SGT “True. Yesterday I had to shift his Zone 2 walk three times. He still did it, but under protest.”

Rohan: Mon 16-Sep-2024 8:52 AM SGT “Yeah, tell them the truth—I was muttering through half that walk. Felt pointless when I had a \$10M pitch hanging over me.”

Advik (Performance Scientist): Mon 16-Sep-2024 9:00 AM SGT “Understandable. But data shows that even that disrupted Zone 2 session dropped triglycerides by 12 points the next morning. Stress + Zone 2 is actually a shield, not a distraction.”

Rohan: Mon 16-Sep-2024 9:05 AM SGT “...alright, that’s the kind of payoff that makes me stop complaining. Sarah, remind me of that stat when I start whining again.”

Carla (Nutrition): Tue 17-Sep-2024 7:00 PM SGT “Quick flag: sodium spiked again last Friday. Sarah, could you pre-screen his next 3 client dinners? Japanese, Italian, and Indian are on the list.”

WEEK 30 – Questions of Medication & Strategy

Rohan: Wed 25-Sep-2024 9:00 AM SGT “Alright, big question this week: I’m at ApoB 88 without meds. Do we still see statins in my future, or can lifestyle hold this long term?”

Dr. Warren (Medical): Wed 25-Sep-2024 9:20 AM SGT “Excellent question. Current guidelines for ApoE4 carriers suggest intervention at ApoB >80, even if lifestyle is strong. But your genetic risk plus family history means we should prepare for that conversation. Not urgent, but on the horizon.”

Rohan: Wed 25-Sep-2024 9:25 AM SGT “Prepare? That’s vague. I want numbers—what’s the tipping point?”

Dr. Warren: Wed 25-Sep-2024 9:30 AM SGT “Fair. If ApoB rises >95 or triglycerides climb >180 for more than 8 weeks, we’d strongly recommend a statin. Otherwise, lifestyle continues to hold the line.”

Rohan: Wed 25-Sep-2024 9:35 AM SGT “Okay, that’s the kind of clarity I need. No surprises.”

Rachel (PT): Thu 26-Sep-2024 7:00 AM SGT “Meanwhile, progress on the physical side: you’re tolerating barbell squats well. I’d like to trial loaded carries next week—transfers well to daily function and stress resilience.”

Rohan: Thu 26-Sep-2024 7:10 AM SGT “Sounds brutal but useful. I’ll give it a shot, but Sarah, clear some space after—it’s not fair to my team if I limp into a client pitch.”

WEEK 31 – Pregnancy Stress & Emotional Anchors

Rohan: Mon 30-Sep-2024 9:00 AM SGT “My wife’s second trimester fatigue is worse. I’m trying to support her, but honestly, I’m stretched thin. How do I balance without burning out?”

Ruby (Concierge): Mon 30-Sep-2024 9:10 AM SGT “This is where resilience rituals help. Instead of adding more, we’ll reframe existing moments: Daily walk with her = counts as recovery for you.

Shared meal planning = reduces her nausea triggers and your sodium spikes.

Buffer one client-free night per week—Sarah can coordinate.”

Sarah (PA): Mon 30-Sep-2024 9:12 AM SGT “I’ll block Thursday evenings for family—no calls, no late dinners. That way, it’s protected time.”

Rohan: Mon 30-Sep-2024 9:15 AM SGT “...I needed that. Otherwise I’d just keep running until I crash.”

Carla (Nutrition): Mon 30-Sep-2024 7:00 PM SGT “Also, since she’s craving mangoes, here’s a trick: frozen mango blended with Greek yogurt. Gentle on her stomach, balances sugar spikes.”

Rohan: Mon 30-Sep-2024 7:10 PM SGT “She loved it. Honestly, these little interventions make me feel like you’re looking after both of us, not just my numbers.”

Rachel (PT): Tue 01-Oct-2024 7:00 AM SGT “And caring for her is also stress relief for you—which shows in your recovery scores. This week’s HRV jumped 14 points.”

WEEK 32 – The Final Review: Acknowledging the Transformation

Neel (Concierge Lead): Mon 07-Oct-2024 8:30 AM SGT “Rohan, we’re at the end of our 8-month journey, so let’s look at the final numbers. You started with an ApoB of 138, and today it’s stable at 87 mg/dL. Triglycerides went from 192 to 148. Your HRV baseline is up a full 20%, and your VO₂ max has climbed into the excellent category for your age. This is a remarkable outcome.”

Rohan: Mon 07-Oct-2024 8:45 AM SGT “Honestly, the numbers are great, but they don’t tell the whole story. I came into this completely skeptical, ready to bolt at the first sign of what I called ‘wellness spa’ nonsense. I just wanted to thank all of you. You didn’t just throw data at me; you translated it into a language I could understand and a system I could actually live with. I have more

energy, I'm not hitting that 3 p.m. wall, and most importantly, I'm more present with my family. You've given me a new operating system, not just a temporary fix."

Dr. Warren (Medical): Mon 07-Oct-2024 8:50 AM SGT "The credit is yours, Rohan. You took the science and applied it with relentless consistency. From a medical standpoint, you've fundamentally changed your long-term health trajectory. It's been a privilege to guide that process."

Rachel (PT): Mon 07-Oct-2024 8:52 AM SGT "I still remember you calling goblet squats 'kindergarten.' To see you now progressing with barbell work and understanding the 'why' behind every movement is the best result I could ask for. You built a foundation of strength that will serve you for decades."

Carla (Nutrition): Mon 07-Oct-2024 8:55 AM SGT "You went from viewing food as a series of restrictions to seeing it as a tool for performance. Your willingness to try new things and your focus on balance over perfection made all the difference."

Advik (Performance Scientist): Mon 07-Oct-2024 8:57 AM SGT "My favorite part was your evolution with data. You went from just receiving it to challenging it, questioning it, and ultimately using it to your advantage. That ownership is what makes these results sustainable."

Rohan: Mon 07-Oct-2024 9:00 AM SGT "And I couldn't have done any of it without Sarah. Sarah, you were the integrator. You filtered the noise and made all of this fit into a life I thought had no room for it. Thank you."

Sarah (PA): Mon 07-Oct-2024 9:02 AM SGT "We just built the system around your life, Rohan. It was a pleasure to see it all click into place."

Ruby (Concierge): Mon 07-Oct-2024 9:05 AM SGT "On our first call, you said, 'if this turns into endless reminders, I'm out'. And now you're here, having not just tolerated the process, but mastered it. It's been incredible to watch. We're all immensely proud of the work you've done."